

## **New Stylish and Sexy Plus Size Dresses for Summer Fuels Hot Fashion Trend for Curvy Women**

*Source: Cherished-Woman.com*

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*What good is a fashion trend if it doesn't come in your size? This season's hottest fashion craze is the dress. Thanks to designers Darren Trentacosta and Abby Z plus size women have options when it comes to dressing hot and on trend this summer.*

June 12, 2007 -- With the click of a mouse, plus size shoppers worldwide can find the most important fashion item this season, the dress at popular online boutique <http://www.Cherished-Woman.com>, an Internet retailer specializing in stylish and trendy plus size clothing. The popular e-store recently added new dresses from Darren Trentacosta and Abby Z to their summer 2007 collection.

Founded by former plus size model Nancy Baum, who makes it her mission to seek out the hottest plus size designers for her trendy online boutique so that she and other curvy women can dress just as stylish and fashion forward as their thinner peers. Following fashion forecast reports that indicate dresses are the hottest fashion item for 2007 Baum knew she needed to add the Trentacosta label to her collection. "Darren's dresses are right on trend for this season," says Baum, "His flirty and feminine designs combined with superior craftsmanship are a must have for the woman who demands style without compromise."

In addition to Trentacosta dresses Cherished-Woman.com also has a new dress from popular plus size designer Abby Z that is featured in the July 2007 issue of Glamour magazine. "The Abby Z Beaded Dress epitomizes sex appeal from its alluring design and stylish beading, it's the top choice for a curvy figure to look its best this summer," says Baum, "When you put on an Abby Z dress you feel like a movie star!"

These popular dresses are flying off <http://www.Cherished-Woman.com>'s shelves as the demand for contemporary and stylish plus size clothing increases. 62% of women in the US are size 14 or larger. Plus size consumers spent over \$40B in apparel last year with the number looking to grow to over \$60B this year. Contemporary designers like Abby Z and Darren Trentacosta are helping full-figured women achieve their goal of looking sexy and trendy in a market place that is still promoting muumuus and tent dresses despite customer demand for trendier and more curve-conscious options.

For a limited time only Cherished-Woman.com is offering free ground shipping on Trentacosta dresses. In addition this popular fashion hub has a contest for curvy women to win free plus size designer clothes that the site sells. The contest ends June 30th; visit the site today for your chance to win and to take advantage of the great selection of trendy plus size clothing.

About Cherished-Woman.com:

<http://www.Cherished-Woman.com>, an Internet retailer specializing in trendy clothes for plus size women, was founded by former plus size model and entrepreneur Nancy Baum. The online boutique features high-end, designer plus size fashion aimed at bringing out the natural sex appeal of the modern woman, no matter what her dimensions. Cherished-Woman.com's collection of plus size designer clothes includes Abby Z, Anna Scholz, Gayla Bentley, Svoboda, Trentacosta, and many more designers lined up for 2007.

About Trentacosta:

Trentacosta New York is about contemporary looks that break the rules when it comes to shopping for sizes 14 to 26. To do this, Darren Trentacosta derives most of his influences from his early years in his beloved hometown of New Orleans, his time spent abroad in Europe, and from his now everyday life

experiences in New York City. His dresses are steeped in the old-school charm of the South and mixed with the brash modernity of Manhattan.

About Abby Z:

Abby Z is a fun, contemporary designer who is looking to bring luxury and style to the plus size customer. She makes it known that style isn't predicated on the size of your jeans. Abby Z offers great fit, affordability and great looking clothes that will never go out of style. Sizes range from 14 and up.

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